

BLOOMFIELD TOWN COUNCIL GOLF SUBCOMMITTEE

There was a regular meeting of the above-referenced subcommittee held on Monday, June 25, 2012 at 6:30 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Leon Rivers and Mark Jacobs, Bill Starkie, Brad Klein, Jon Colman. Absent was: Councilor Merritt

Non-Committee members present were: Ciaran Carr, Billy Abee, Steve DiBattisto and India Rodgers, Clerk of Council. Absent was: Jerry Long and Ryan Phelps

The meeting was called to order at 6:00 p.m.

Status of Property

Mr. Ciaran Carr presented the committee with an update regarding May, 2012 financials and overall progress at Wintonbury Hills Golf Course.

The course is ahead of budget year to date. The pass holder sales have decreased by \$50,000.00 due to Gillette Ridge Golf Course membership drive. However, there was an increase of \$73,324 in green fees sales at Wintonbury. Revenues continue to increase to approximately 10% of prior year. Management may consider a number of passes at a discounted rate during the year.

Rounds are up 30% over prior year as well. Some of these rounds are partly categorized in Outings.

Outings have increased significantly of 157% over 2011 golf season.

On Father's Day, the course sold over 65 Advantage Cards, which guarantee 15% off future rounds.

Course Operations

Maintenance Update

The course is fully staffed and new fairway mowers are running well. The staff is consistently spraying to handle disease pressured areas, but overall the course is healthy and turf is firm. The issues regarding divots or ball marks can be addressed by having starters remind golfers about bucket with divot mix for repairs.

Mr. Steve DiBattisto commented on the aesthetics of the golf course are in excellent condition.

Status of Food and Beverage Service

There were no issues or updates at this time.

Report of Usage/Revenue/Expenditures

The operating cash balance is approximately \$126,000. The Pro Shop inventory balance is \$74,000.

Marketing

The course issued May email promotions including Father's Day Specials for June.

The SNAG (Starting New at Golf) Program in Bloomfield School schedule has been finalized.

During the summer, there will be a 5 week junior camp sessions scheduled with Bloomfield Leisure Services and The Board of Education Summer School program for July and August, 2012, to promote the game of golf. The SNAG-Golf Program is a portable unit with up to 9 holes golf course.

Wintonbury will offer this program Monday through Thursday between 12:15 p.m.-2:15 p.m. at the fields at Carmen Arace Middle School for students in grades 5-8 in groups of 30 or more. On Fridays, the program will be offered at Metacomet Elementary School during the same time slot.

Mr. Ciaran Carr, Masters Pro will train all Pre-K -12 physical educators on August 28, 2012 from 8:30 a.m.-11:30 a.m. at Bloomfield High School. Every grade level from Pre-K-Grade 8 will teach golf as part of the school curriculum. The goal is to establish a "golf club" at the Middle School in the fall. The course would also like to sponsor a family day in the Spring with parents and children playing at Wintonbury together.

Other Business

Councilor Jacobs informed the committee about an email received concerning the policies and procedures of course spectators. Currently, Wintonbury has a policy in which no one is allowed on the golf course that is not playing. It was noted that every outing event may have different rules that supersede club rules. However, it was discussed that information should be provided at the Pro Shop regarding an emphasis on rules.

Mr. Brad Klein created a committee of qualified gardeners and arborist to work on a proposal for tree replacement at the course. The committee will work with Mr. Mark Mansur, Superintendent on this proposal. The goal is to develop a succession plan over the next few years to incorporate more diverse species of trees throughout the course.

Mr. Jon Colman expressed disappointment regarding the pace of play monitoring on the course recently.

Councilor Rivers informed the committee that the Town Attorney has questions regarding the contract extension. Councilor Rivers requested follow up by Mr. Louie Chapman, Jr., Town Manager.

Adjournment

It was moved by Councilor Rivers, seconded by Councilor Jacobs and voted unanimously to adjourn the meeting at 7:15 p.m.